

CORPORATION FOR PUBLIC BROADCASTING
Request for Proposals for a Station Renewal Managing Consultant
RFP Release Date: March 24, 2006
Deadline for Response: April 18, 2006

RFP AT A GLANCE

CPB Radio seeks to retain a professional to provide managing consultant services for Phase I of its soon to be launched Station Renewal Project.

BACKGROUND

We believe public radio can significantly increase its overall levels of public service by materially improving the performance of key underperforming stations. We have created a two-phase grant program to help a competitively-selected group of stations substantially improve their community service. At CPB's discretion, this grant program will make available meaningful resources to stations with realistic potential for improvement.

GRANT PROGRAM STRUCTURE

The Station Renewal Project will consist of two phases, the first of which will be a needs assessment of ten stations. Priority targets will be a) stations that are failing to meet the Audience Service Criteria (ASC) of the Community Service Grant (CSG) program and b) stations that are performing near the minimum thresholds of the Audience Service Criteria. The 10 competitively-selected stations will go through needs assessments that include the evaluation of governance and licensee issues; station management and leadership; programming strategy and execution; fundraising; and organizational capacity.

Stations that successfully complete phase one will be eligible to apply for the second phase of the renewal project, implementation of recommendations. In their application for second phase implementation funding, stations will lay out the specific initiatives that they plan to undertake to improve their listener service, based on the needs assessment completed in the first phase. CPB Radio may choose up to five stations from those who completed the first phase and provide major funding for them to carry out these initiatives. This funding will include support of direct station activities as well as continued consulting assistance. We expect stations to pay for some part of the cost of second phase activities with funds that they have themselves raised.

WHO SHOULD RESPOND TO THIS RFP

CPB Radio seeks a public radio professional to both manage a complex, long-term project and provide expertise in at least one area of public radio management – programming, development or station management. While we welcome all proposals, ideally we are looking for consultants who have the following traits:

- A proven background in project management.
- Significant public radio experience.

- Proven ability to conduct business assessments, and analyze and present findings to varied audiences.
- Proven ability to interact with station personnel at all levels.
- Proven ability to interact with licensee officials, boards of directors, and senior staff at institutions of higher learning.

PROJECT MANAGEMENT

The managing consultant in Phase I will be a professional with expertise in at least one area of public radio management – programming, development or station management. The person selected will be responsible for identifying a list of no fewer than five (5) organizational development professionals from which CPB Radio may select one it believes will best complete the consulting team. The managing consultant will be responsible for engaging the services of the individual chosen by CPB Radio.

The team will work with CPB Radio to develop the criteria for station solicitation and participation, and be involved in the station selection process in Phase I. The team will conduct an extensive needs assessment for each station, focusing on areas that have the greatest potential to increase the station’s audience service. The team will present a comprehensive set of recommendations for improvement to leadership at each station and to CPB Radio. The team will also provide CPB Radio with its assessment of the impact of the suggested improvements and the prospects of success at each station.

We anticipate that the first phase will take about six months. Phase II project management will be determined separately based on criteria informed by the work completed in Phase I.

PROJECT TIMELINE

March 24, 2006:	RFP Posted
March 30, 2006:	Questions on RFP due
April 4, 2006:	RFP resubmitted with answers to questions
April 18, 2006:	Deadlines for proposals
May 12, 2006:	Project Management Award
June 2006:	Station Selection RFP developed and released
July 2006:	Stations selected
January 2007:	Station assessments complete

SUBMISSION REQUIREMENTS

In your proposal, please provide as much specific and detailed information as is possible for each of the items below:

- Relevant project management experience, including a list of clients.
- Detailed summary of public radio experience.
- Specific project timetables and pricing.

With regard to pricing, your proposal should be inclusive of all travel and expenses. We anticipate that there will be several trips to selected stations and at least one trip to Washington, DC for presentation of the results. No other travel should be necessary.

EVALUATION CRITERIA

- Proven ability in project management.
- Expertise in at least one area of public radio management – programming, development and/or station management.
- Demonstrated expertise in working with licensee officials, boards of directors, and senior staff at institutions of higher learning.
- Feedback from references.
- Total project cost.

REFERENCES

Please provide three client references, with contact information, and a brief description of relevant project work. References for companies being considered will be contacted by CPB.

QUESTIONS AND SUBMISSION OF PROPOSALS

We understand that no RFP can cover everything, and we welcome your questions or requests for clarification. Please submit any questions by 5pm eastern time on March 30, 2006 to the contact listed below. We will collect all questions and submit a revised RFP with answers to all questions on April 4, 2006.

Please submit questions and proposals to:

Deborah Carr
Project Manager
Corporation for Public Broadcasting
401 Ninth St. N.W.
Washington, DC 20004-2129

Email: carrd@cpb.org
Phone: (202) 879-9767

APPLICATION PROCEDURES

Apply at <http://www.cpb.org/grants/stationrenewal/application.html>.

Applications must consist of:

- Application Form**, filled out in its entirety.
- Applicant Narrative**, a written (maximum of five pages) description of the applicant's qualifications that clearly articulates:

- Relevant project management experience, including a list of clients.
 - Detailed summary of public radio experience.
 - Specific project timetables and general pricing rationale.
- ❑ **References**, three client references, with contact information, and a brief description of relevant project work.
- ❑ **Itemized Project Budget**, the financial plan for the project presented in spreadsheet format, tailored to the request, and identifying how each line amount was calculated.
- With regard to pricing, your proposal should be inclusive of all travel and expenses. We anticipate that there will be several trips to selected stations and at least one trip to Washington, DC for presentation of the results. No other travel should be necessary.

Applicants are responsible for providing all required materials. CPB may, at its discretion, initiate discussion with any applicant to obtain clarification or additional information.

Do not submit content samples, unless requested by CPB staff.

Do not submit proposals by fax. They will not be accepted.

Any submission to CPB will become the property of CPB (not including any intellectual property rights contained in such submission).

Each applicant guarantees that the full and complete rights to all information and materials have been secured. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

By submitting a proposal in response to this RFP, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the submitted materials for purposes of evaluation, review, and research. CPB will not consider the proposal or any of its supporting materials to be confidential. CPB intends to disclose the materials to various employees and possibly to experts outside CPB's employ to determine the merits of the proposal. It is understood that no confidential relationship is entered into by reason of CPB's consideration of the proposal or any of the materials.

CPB is not responsible for loss or damage to the materials submitted to CPB, or for any unauthorized use or misuse of the submitted materials by any third party.

CPB is not required to return any submitted materials to any applicant.

Applicants may withdraw a proposal at any time by written notice to CPB.

Solicitation of proposals by CPB does not constitute an agreement by CPB to extend funding to any party under this RFP. CPB may, in its sole discretion, elect not to pursue projects under this RFP in any manner.

DEADLINE

Receipt at CPB by 5pm ET on Tuesday, April 18, 2006.

REVIEW AND SELECTION

The process will begin with CPB staff review, after which applicants may be invited to submit additional detail and to provide content samples, if appropriate. CPB may forward such additional materials to outside experts, who will advise CPB regarding each project's merits and consistency with the CPB System Support Fund's purpose and priorities. Most funding decisions will occur no sooner than four weeks after submission. While we seek input and advice, funding decisions are CPB's alone.

OTHER

Projects selected for funding may receive requests for additional detail, including project timeline and cash flow projections. CPB may ask applicants to work with other individuals or institutions to achieve proposed outcomes. Applicants may neither begin work nor announce funding before a grant document or contract has been executed.

When CPB selects a project, CPB will require the applicant to sign a binding CPB grant document or contract containing terms acceptable to CPB. Until a grant document or contract is signed by both the applicant and CPB, CPB makes no express or implied commitment to support a project financially. CPB cannot authorize applicants to commence work on a project until the grant document or contract is fully executed. If an applicant opts to commence work, it will be at the applicant's own financial risk, and CPB will not reimburse any expenses if CPB elects not to enter into a contractual relationship with the Applicant. No oral or written statements other than the signed, written grant document or contract will govern or modify the relationship.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. All Applicants are advised to familiarize themselves with these [Grant Requirements](#) before applying.

Proposals that initially do not receive funding may be resubmitted up to three times. After that, Applicants must obtain prior approval from CPB before a given proposal may be resubmitted.